

Message Text

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AMEMBASSY PARIS
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UNCLAS SECTION 1 OF 2 MILAN 0539

EO 11652: NA
TAGS: BEXP IT
SUBJECT: MARCH SHOW FINAL REPORT (PRINTING & GRAPHIC ARTS)

1. PRINTING AND GRAPHIC ARTS EQUIPMENT EXHIBITION
2. U S TRADE CENTER, MILAN ITALY
3. 34 PARTICIPANTS FOR 43 EXHIBITORS
4. SALES DURING SHOW: \$1,038,300
5. SALES PROJECTED NEXT 12 MONTHS:
 - A. NTM - \$7,499,000
 - B. OTM - \$7,142,000
 - C. TOTAL: \$14,641,000
6. 20 EXHIBITORS SHOUGHT EXREPS
7. 16. EXREPS APPOINTED DURING SHOW
8. 17. ADDITIONAL EXREP APPOINTMENTS EXPECTED IN THE FOLLOWING 12. MONTHS.
9. SEVEN LICENSING ARRANGEMENTS ARE EXPECTED IN THE NEXT 12. MONTHS FROM 10 LEADS.
10. TOTAL REGISTERED VISITORS: 1462
TOTAL HANDCOUNT: 1862
- 11A. ATF-DAVIDSON, WHITINSVILLE, MASS. NTM SEEKING REP

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EXHIBITED OFFSET PRESSES OF THREE DIFFERENT SIZES. ALTHOUGH NOT LOOKING FOR IMMEDIATE SALES, SOLD ALL THREE MACHINES OFF FLOOR AND COULD HAVE SOLD MORE IF AVAILABLE. APPOINTED TWO EXREPS IN ITALY AS RESULT OF PARTICIPATION.
B. OPTRONICS INTERNATIONAL INC, CHELMSFORD, MASS. NTM SEEKING REP EXHIBITED SOPHISTICATED ELECTRONIC TYPESETTING SYSTEM. EIGHT CLIENTS PLEADED TO BUY THE PAGITRON SYSTEM EXHIBITED,

BUT FIRM WOULD NOT SELL BECAUSE IT WAS THE ONLY ONE AVAILABLE IN EUROPE WITH EXPORT-LICENSE POSSIBILITY FOR SALE TO EASTERN EUROPE. ALSO, SYSTEM MUST BE WORKED OUT IN BUYERS PLANT TO MEET HIS EXACT REQUIREMENTS. EXHIBITOR APPOINTED ITALIAN AGENT DURING SHOW AND PROJECTED SALES OF \$2 MILLION. INTEREST IN OUR SYSTEM EXCEEDED EXPECTATIONS. WERE EXTREMELY HAPPY WITH RESULTS OBTAINED"

C. MERGENTHALER LINOTYPE CO, PLAINVIEW, NY. OTM, REPPED BY LINOTYPE ITALIA, EXHIBITED PHOTOCOMPOSITION EQUIPMENT. MADE NO OFF-THE-FLOOR SALES, BUT"DESPITE PRESENT ECONOMIC CONDITIONS IN ITALY WE PREDICT \$4 MILLION IN NEXT 12. MONTH THANKS TO THIS SHOW".

D. UNIROYAL INTERNATIONAL, MIDDLEBURY, CONN. NTM SEEKING REP EXHIBITED FLEXOGRAPHIC PRINTING EQUIPMENT. "AMONG THE EIGHT COMPANIES WHO EVIDENCED INTEREST IN OUR UNIROYAL FLEX LIGHT OR PLATE FRANCHISE IN ITALY WE ARE INTENDING TO GIVE CONSIDERATION TO ONE MAJOR COMPANY PRIMARILY IN THE FLEXOGRAPHIC FIELD AND POSSIBLY A SECOND DISTRIBUTOR TO HANDLE OTHER SEGMENTS OF THE PRINTING BUSINESS IN WHICH OUR SYSTEM CAN BE USED. WE VERY MUCH ENJOYED THE WORKING SPIRIT AND VERY FINE COOPERATION AND ASSISTANCE EXTENDED BY US TRADE CENTER PERSONNEL."

D. TOWNSEND INDUSTRIES, ALTOONA, IOWA. NTM SEEKING REP EXHIBITED COLOR PRESSES FOR ATTACHMENT TO MULTILITH PRESSES. EXHIBITED UNCLASSIFIED

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MODEL T-51 ON STAND ADJOINING ADDRESSOGRAPH-MULTIGRAPH REP, USING A-M 1250 PRESS SUPPLIED BY LATTER. SUCCEEDED IN SIGNING A-M REP AS HOPED AND INTENDED TO LEAVE SHOW A DAY EARLY. DISCOVERED, HOWEVER, INTEREST BY REPS OF OTHER PRESSES THAT TOWNSEND PRESSES WILL FIT AND STAYED OVER. AS RESULT EXPOCTS IN NEAR FUTURE TO SIGN ADDITIONAL REPS FOR E.G. GESTETNER PRESSES. SOLD THE THREE PRESSES HE BROUGHT IMMEDIATELY TO NEW REP.

F. PRESSING MATTERS, LOS ANGELES,CAL. NTM SEEKING REP EXHIBITED POWEDER SPRAYERS AND SUCKERS. THE COMPANY IS A SMALL, THREE-MAN, FAMILY AFFAIR, MAKING SMALL PRINTERS' ACCESSORIES. SOLD \$300 OF FLOOR AND PROJECTS \$7,000 IN NEXT 12 MONTHS. "ALTHOUGH NO ACTUAL AGREEMENTS MADE, THE POTENTIAL IS VERY GOOD AND WE SHOULD BE SELLING 100 A YEAR BEFORE LONG. THE SHOW WAS EXCEPTIONALLY WELL RUN AND ORGANIZED. ALL THE STAFF WERE AVAILABLE AT ALL TIMES FOR ANY AND ALL PROBLEMS".

G. CIEL, INC, EAST HADDAM, CONN. NTM SEEKING REP EXHIBITED BLUE AND WHITE-PRINT MACHINES, PRIMARILY AIMED AT ARCHITECTURAL AND ENGINEERING MARKET. THIS WAS FIRST ATTEMPT TO ENTER GRAPHIC-ARTS MARKET ON PART OF THIS SMALL, FAMILY-RUN COMPANY. THEY SIGNED TWO REPS DURING SHOW, SOLD (UNEXPECTEDLY) \$2280 AND PROJECT \$100,000

FOR THE NEXT 12 MONTHS. "WORTHWHILE EVENT; EXCELLENT COOPERATION BY TRADE CENTER PERSONNEL; VERY FAVORABLE SALES RESULTS EXPECTED".

H. CLEAN PRINT SYSTEMS INT'L INC., NTM SEEKING REP EXHIBITED SHEET

DECURLER. ANOTHER SMALL FAMILY COMPANY (PRODUCTION TAKES PLACE IN THE BASEMENT OF THE PRESIDENT'S HOME), THIS EXHIBITOR CROPPED UP IMMEDIATELY AS ONE NEEDING SPECIAL ASSISTANCE. THE PRODUCT, A SMALLISH BLACK-PLASTIC BOX, WAS NOT EYE-CATCHING, AND THERE WAS NOTHING ON THE STAND TO INDICATE WHAT IT WAS OR WHAT IT COULD DO.

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THE SHOW-PROMOTION OFFICER ARRANGED A SPECIAL SIGN INDICATING THE NATURE OF THE PRODUCT AND PERSONALLY DIRECTED A NUMBER OF POTENTIALLY INTERESTED VISITORS TO THE STAND. WITH THIS ASSISTANCE, AND HELP FROM NEIGHBORING EXHIBITORS, BY THE CLOSE OF THE SHOW CLEAN PRINT HAD SIGNED ONE OF THE MOST IMPORTANT ITALIAN FIRMS AS REP AND PROJECTED SALES OF \$150,000.

"EXCELLENT SHOW, VERY WELL MANAGED. TRADE CENTER PERSONNEL WERE QUITE HELPFUL. WE WERE IMPRESSED WITH THE QUALITY AND QUANTITY OF PEOPLE ATTENDING THE SHOW. THE EXACT VALUE OF PARTICIPATION IS DIFFICULT TO DETERMINE UNTIL SALES HAVE BEEN COMPLETED. HOWEVER, IT APPEARS THAT WE WILL HAVE TWO OR THREE AGENTS AS A RESULT OF THIS EXPOSURE".

I. PHOTOGRAPH SCIENCES CORP, WEBSTER, N.Y. NTM SEEKING REP, EXHIBITED SMALL SCANNERS TO READ PRODUCT CODES ON PACKAGES. BECAUSE SUCH CODES ARE NOT YET USED IN ITALY, EXHIBITOR DID NOT EXPECT TO SELL EQUIPMENT, HOPED TO FIND REP, BUT CONSIDERED IT FAR TOO EARLY. WAS DELIGHTED TO SIGN A PRESTIGIOUS ITALIAN FIRM AS REP WITH PROJECTED SALES OF \$100,000 IN NEXT

12 MONTHS.

J. MACCHINGRAF, LOCAL REP WHO EXHIBITED EQUIPMENT OF ECRM, TELERAM COMMUNICATIONS, AND COMPUTYPE IN TWO BOOTHS, SAID "THERE
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WAS ENORMOUS INTEREST--PARTICULARLY BY NEWSPAPERS--IN THE NEW TECHNOLOGIES. EXTREMELY HAPPY WITH SHOW. WE PARTICIPATED LAST TIME, AND OUR REACTION WAS SO-SO. THIS TIME, WE ARE DELIGHTED."

12. THIS EVENT MUST BE REPORTED AS ONE OF THE MTC'S MOST OUTSTANDING SUCCESSES. A SIMILAR SHOW IN LATE 1974--WHICH WAS THE TENT-ANNIVERSARY EVENT IN THE CENTER--DREW 1500 VISITORS DURING FIVE DAYS, COMPARED WITH ALMOST THE SAME NUMBER IN FOUR DAYS THIS TIME. ATTENDANCE THE FIRSTDAY--THE DAY FOLLOWING THE THREE DAY EASTER WEEKEND AND STILL A SCHOOL HOLIDAY--WAS A BIT LOW, BUT EVERY DAY THEREAFTER IT GREW. THE CALIBER OF VISITORS WAS EXCELLENT AND NOT A SINGLE EXHIBITOR WAS DISPLEASED IN ANY WAY. THE CENTER WAS PLEASED TO HAVE THE VISIT OF MR. ERNEST LOTITO, AS PRSONAL REPRESENTATIVE OF THE SECRETARY OF COMMERCE, WHO INAUGURATED THE SHOW AND SOON LEARNED THE INTRICACIES OF THE EQUIPMENT ON DISPLAY AND MADE A BIG HIT WITHE EXHIBITORS. WE ALSO HAD VISITS OF THE AMERICAN AMBASSADOR IN ROME AND THE VICE PRESIDENT AND SECRETARY GENERAL OF THE ITALIAN PRINTERS ASSOCIATION. THESE VISITORS, AS WELL AS THE CONSUL GENERAL IN MILAN, MR. FINA, WERE TAKEN THROUGH THE SHOW BY THE DIRECTOR, MR. WHITMAN. THE SUCCESS OF THE SHOW WAS THE DIRECT RESULT OF FIRST-CLASS PROCUREMENT BY OIM, PARTICULARLY MR. GEORGE RUFFNER, AND THE MTC AND BY THE OUTSTANDING PROMOTION CAMPAIGN ORGANIZED BY COMPTON DUPUY. OVER 16,000 MAILINGS WENT OUT, MTC AND CONGEN OFFICERS MADE BLUE-RIBBON CALLS IN SEVEN CITIES, AND PROMOTIONS IN OTHER POSTS WITHIN AND OUTSIDE ITALY WERE USEFUL. AMEMBASSY ATHENS, SENT A GROUP OF 11 BUSINESSMEN AS A FOREIGN-BUYER GROUP ACCOMPANIED BY MRS. SPARTALI. THE GROUP WAS SERIOUS, MADE A NUMBER OF PURCHASES, AND ONE WAS EVEN SIGNED BY ZIMMER EXPORT CORP, A NTM EXHIBITOR, AS ITS REPRESENTATIVE IN GREECE. THE CENTER WAS SUPPLIED WITH WTDR-TYPE INFORMATION ON EACH PERSON, ALL OF WHOM SPOKE ENGLISH, AND THEY SPENT TWO FULL DAYS AT THE SHOW. PROMOTIONAL EVENTS DURING THE SHOW INCLUDED A RECEPTION THE EVENING
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BEFORE OPENING FOR MR. LOTITO AND ALL EXHIBITORS AT THE HOME OF THE DIRECTOR, A RECEPTION AT THE CENTER THE EVENING OF OPENING DAY IN HONOR OF THE ITALIAN PRINTERS ASSOCIATION, AND A DINNER AT THE HOME OF THE SHOW-PROMOTION OFFICER, MYRON BROCKWAY LAWRENCE, FOR MR. LOTITO, THE SECRETARY GENERAL OF THE PRINTERS ASSN. , THE

SECRETARY GENERAL OF THE PRINTING MACHINERY IMPORTERS
ASSOCIATION, THE OTHER DIGNITARIES.
THE P4-SHOW CALL CAMPAIGN BY TC OFFICERS ON MAJOR ITALIAN PRINTERS
AND EXHIBITORS COMMENTS DURING THE SHOW SERVED TO UNDERLINE BOTH
THE STRENGTH OF THE PRINTING INDUSTRY AND ITS IMPORTANCE TO ITALY'S
ECONOMY. OF THE OVER 10,000 PRINTING FIRMS IN ITALY, ABOUT 350 ARE
MEDIUM TO LARGE SIZED (I.E. OVER 50 EMPLOYEES), AND THESE
COMPANIES SAY THEY ARE DOING VERY WELL, PARTIALLY BECAUSE OF
EXPORT ORDERS. THEY ALSO STATE THAT THE ITALIAN PRINTING INDUSTRY
IS MAKING A SATISFACTORY REBOUND FROM ITS 1975-76 DEPRESSION AND
THEY SEEM CONFIDENT ABOUT IMMEDIATE FUTURE. EXHIBITOR COMMENTS
AND REACTION CONFIRMED THESE REPORTS. FURTHERMORE, ITALIAN
PRINTERS SEEM TO BE INVESTING ALONG THE LINES WE HAVE NOTED IN
OTHER INDUSTRIES, I.E. IN EQUIPMENT THAT IS EITHER LABOR-SAVING
OR THAT IS NEEDED TO KEEP ALREADY EXISTING PLANT IN, OR CLOSE TO,
A "LATEST STATE OF THE ART" CONDITION.FINA

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